PROFILE

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>TOTAL AREA</th>
<th>INFLATION RATE</th>
<th>ECONOMIC GROWTH</th>
<th>HUMAN DEV. INDEX</th>
<th>POVERTY RATE</th>
<th>HAPPINESS INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,553,461</td>
<td>175.77 Km²</td>
<td>3.2%</td>
<td>8.23%</td>
<td>80.53</td>
<td>4.58%</td>
<td>76%</td>
</tr>
<tr>
<td>PER OCTOBER 2018</td>
<td></td>
<td>2018</td>
<td>2018</td>
<td>2017</td>
<td>2017</td>
<td>2017</td>
</tr>
</tbody>
</table>
1. **Hub of Eastern Indonesia**
   - 36.6 million citizens

2. **Indonesia’s Best Economic Performance**
   - Upper 5% gap between economic growth and inflation rate

3. **One of the Best Local Government in Indonesia**
   - 165 awards in 2018

4. **Lowest Disaster Risk City in Indonesia**
   - 0 no volcano, no tsunami, no earthquake, no forest fire

5. **Centerpoint of Indonesia**
   - 3 hour fly to East & West Indonesia

6. **High Citizens Satisfactions Index**
   - 88% CRC survey 2017

7. **Somber’ & Smart City**
   - 110 apps from 100 innovations

8. **Resilient City**
   - 5,000 ha mitigation area with reclamation
VISION

“TO CREATE MAKASSAR AS A LIVEABLE WORLD CLASS CITY FOR ALL”

MISSION

1. TO RECONSTRUCT SOCIETY’S DESTINY, TO WORLD CLASS STANDARD PROSPEROUS SOCIETY
2. TO RESTORATE CITY SPATIAL PLAN, TO BECOME LIVEABLE WORLD CLASS CITY
3. TO REFORM OF BUREAUCRACY, TO WORLD CLASS PUBLIC SERVICES, AGAINST CORRUPTION
PHILOSOPHY
SOMBERE & SMART CITY

SOMBERE'
THE GREAT HOSPITALITY
THE GREAT HUMBLE
THE GREAT BROTHERHOOD

& SMART CITY

SMART CITY IS ABOUT
HARDWARE AND SOFTWARE,
SOMBERE' IS ABOUT HEARTWARE

SMART CITY WILL MAKE
THE CITIES BE EQUAL,
SOMBERE WILL MAKE THE
STRONG CITY CHARACTER

SMART CITY IS TECHNOLOGY,
SOMBERE IS A CULTURE

SMART CITY AND SOMBERE
BOTH WILL GENERATE GOOD
BUSINESS AND INVESTMENTS

SMART CITY AND SOMBERE'
BOTH WILL CONNECT
HEART AND MIND EVERY PEOPLE

WHY MAKASSAR NEED TO PUT
“SOMBERE” TOGETHER WITH “SMART CITY”
PHILOSOPHY OF BIG DATA
SOMBERE’ & SMART CITY
WHY MAKASSAR NEEDS
SOMBERE & SMART CITY

TO DRIVE
18,103
EMPLOYEES

TO SERVICE
1,778,702
CITIZENS

TO MANAGE
50
CITY DEPARTMENT

TO IMPLEMENT
8 FUTURE WAYS
VISIONS

TO CREATE MAKASSAR
QUALITY OF LIFE
ISSUES & CHALLENGES

1. POVERTY
   - 63,240 CITIZENS

2. TRAFFIC
   - 747,204 VEHICLES

3. HEALTH
   - 1,778,702 CITIZENS

4. WASTE
   - 1,400 TON PER DAY

5. FLOOD
   - 21 SPOT AREA
   - 7 CRITICAL SPOT

6. WATER
   - 72% COVERAGE AREA

7. SLUM
   - 36 HIGH SLUM SPOT AREA
   - 49 MIDDLE SLUM SPOT AREA

8. MITIGATION
   - 35 KM COASTALINE

9. GREEN AREA
   - 9.2% EXISTING AREA
   - 30% NATIONAL STANDARD

10. CRIME
    - 256 AVERAGE CASE

11. EDUCATION
    - 294,114 STUDENTS

12. UNEMPLOYEE
    - 166,486 (9.79%) CITIZENS
TARGET & QUALITY

01 INFORMATION
   TRANSPARENT

02 DATA
   REAL TIME

03 RESOURCES
   CONNECTIVITY

04 RESULT
   EASY TO ACCESS

05 TECHNOLOGY
   COST REDUCTION

06 TO DRIVE
   QUICK RESPONSE

07 DATA
   ACCURACY

08 TREND
   ADAPTIVE

09 LOCAL CHARACTER
   CUSTOMIZED

10 OUTCOME
   ACCUMULATED

11 SYSTEM
   SECURED
1. To generate public engagement
2. To convince public acceptance
3. To get big data
4. To build platform smart system
5. To innovate city apps
6. To build war room
7. To prepare operating & maintenance
8. To train updating management
ONGOING PROGRESS | MAKASSAR
SOMBERE AND SMART CITY

SOMBERE & SMART
HEALTH CARE KESEHATAN

SOMBERE & SMART
PUBLIC SECURITY KEAMANAN

SOMBERE & SMART
COMMUNITY RT DAN RW

SOMBERE & SMART
TOURISM PARIWISATA

SOMBERE & SMART
TRANSPORTATION PETE’ PETE’

SOMBERE & SMART
GOVERNMENT PEMERINTAHAN

MAKASSAR SMART CARD

MAKASSAR STUDENT SMART CARD
KARTU KHASUS SISWA
INNOVATIONS WITH SOMBERE AND SMART CITY
HEALTH CARE PROGRAM
MAKASSAR HOME CARE

LANSIA CARE

TELEMEDICINE

CITY OF MAKASSAR

www.makassarkota.go.id
SMART CITY PROGRAM

MAKASSAR SOMBERE’ & SMART CITY
CLEAN PROGRAM

"MAKASSAR TIDAK RANTASA"

TANGKASAKI
TRUK ANGKUTAN SAMPAH KITA

www.makassarkota.go.id
SOCIAL ECONOMY PROGRAM

PLASTIC WASTE EXCHANGE RICE
HEALTH ENVIRONMENT PROGRAM

HEALTH ALLEYS
PUBLIC TRANSPORT
SMART “PETE PETE”
PUBLIC HOUSING PROGRAM

APARONG
APARTMENT "LOKONG"
CLEANLINESS PROGRAM
FIVE STARS SANITARY LANDFILL
EMPLOYMENT PROGRAM

GREEN & CLEAN

SPECIAL GUARD
SMART CITY PROGRAM

MAKASSAR COMMAND CENTRE

CALL CENTRE 112

www.makassarkota.go.id
18 EDUCATION REVOLUTION

1. Every Child Goes to School
2. Every School is Adiwiyata (MTR)
3. Every School is Anti Drug and Narcotics
4. 9 Years Schooling
5. 100 Five Stars Schools
6. One School One Smart Library
7. One School, Two Innovator Teachers
8. One School Five Super Students
9. One School Two Smart Classes
10. One School One Super Innovation
11. One School Five Debate Teams
12. One Student One Dance
13. One Student One Talent
14. One Student One Sport
15. One Student Three Plants
16. Talent Festival
17. Olympic School
18. Debate League
INFRASTRUCTURE PROGRAM
FIVE STARS PEDESTRIANS
ECONOMY PROGRAM
SMART HAWKERS
SOCIAL PROGRAM
KEEP OUR CHILDREN SAFE
ENVIROMENT PROGRAM

NEW GREEN CORRIDOR
PROGRESS AND IMPACT

INTEGRITY INDEX AGAINST CORRUPTION

INCOME REVENUE & GOVT. BUDGET

LIFE EXPECTANCY (HIGHLY INCREASED)

HUMAN DEVELOPMENT INDEX (GRADUALLY INCREASED)
HAPPINESS INDEX

85.86
79.40
77.18
76.78
75.89
74.93
74.78
74.47
68.11
64.67
75.21

ASPEK KEHIDUPAN FAMILIA
ASPEK HUBUNGAN SOSIAL
ASPEK KESEJAHTERAAN
ASPEK KESEHATAN
ASPEK KINERJA
ASPEK PENDIDIKAN
ASPEK KEBERAGAMAAN
ASPEK PENJAMATAN
ASPEK KEBUDAYAAN
ASPEK KEBANGSAAN

DALAM %
SUMBER: SURVEY CRC
<table>
<thead>
<tr>
<th>Award</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Cleanliness Award</td>
<td></td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>National Audit Report Award</td>
<td>2016</td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>National Best City Government Award</td>
<td>2016</td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>National Health City Award</td>
<td></td>
<td></td>
<td>2016</td>
</tr>
<tr>
<td>National Best 40 Public Innovation</td>
<td>2016</td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>Open Gov Award Singapore</td>
<td></td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>Best Mayor / Head of City Government Award</td>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Sanitation Award</td>
<td></td>
<td>2016</td>
<td></td>
</tr>
</tbody>
</table>
MAFASSAR
Everyday is Your Best Time
Everywhere is Your Best Investment